

March 30, 2010

Year 2010 KMDC Spring Dinner and KM Sharing Session

Dear Members & Friends from the KM Community,

Greetings from KMDC!

The local weather has indicated it is time for our annual KMDC Spring Dinner event. While some Spring Dinner events feature mainly food, lucky draws and games, KMDC's dinner events are known to be learning opportunities, celebration of friendship, as well as an entertaining evening filled with laughter.

Our past gatherings have featured distinguished speakers from Wal-Mart, adidas-Group, HK Police Force, JOS and many other world-class organizations. Participation from members, diploma course alumni, and friends from other associations has made our events memorable in its own way.

We are pleased to announce that KMDC's Spring Dinner 2010 is scheduled for Tuesday April 27, 2010 at 7:00pm on the 38th floor of the World Trade Centre Club. In addition to fine Chinese Cuisine and fine wines, you will find a "pleasing aroma of java" too. We are honored to have **Mr. Bert Figearo, Director of International Franchise Development of Pacific Coffee Company**, to be our keynote speaker. Mr. Figearo has a wealth of hands-on experience in international brand and franchise development. He will share with us the KM practice in PCC in leveraging brand equity for extraordinary business growth, the trade secrets of brand licensing, the importance of brand consistency and positioning and how PCC maintain these attributes across its franchisees in the region.

We will also be announcing a few upcoming events in May and June at the spring dinner.

To register, please fill in the form below and send it with the corresponding payment to us by April 15, 2010. Due to limited seating, please email or fax the registration form to us to secure your place early.

We look forward to seeing you at the event.

Best Regards



Eric Chan  
Chairman  
Knowledge Management Development Centre, Ltd

Knowledge Management Development Centre Limited

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Results through KM  
知識管理 成功之道

**Year 2010 KMDC Spring Dinner and KM Sharing Session Registration**

**Date:** April 27, 2009 (Tuesday)  
**Time:** 7:00 – 9:30pm (registration starts at 6:30pm)  
**Venue:** World Trade Centre Club, 38/F, World Trade Centre, 280 Gloucester Road, Causeway Bay, Hong Kong  
**Speaker:** Mr. Bert Figearo, Director of International Franchise Development, Pacific Coffee Company  
**Topic:** Sustain Business Growth through Brand Equity and International Franchising  
**Fees:** HK\$200 for current member\*, \$250 for new member & member’s guest (one only), \$450 for non-member, two free seats for KMDC corporate member

\*including members renewing their membership at the same time.

**Reply Slip**

**Enquires: Ms Grace Lung: 8101 5632**  
Email: [Kmdc.info@gmail.com](mailto:Kmdc.info@gmail.com)  
Fax: 8102-5632  
Address: Room 505, Far East Consortium Bldg, 121 Des Voeux Road, Central, HKSAR

Name: \_\_\_\_\_ Member No (if applicable): \_\_\_\_\_

Organization (Optional): \_\_\_\_\_

Contact address \_\_\_\_\_

Email \_\_\_\_\_ Phone numbers \_\_\_\_\_

	Member’s guests name (if any)	Amount (\$)
Member (\$200)		
New Member or member’s guest (\$250)		
Non-member (\$450)		
Membership fees (\$500)*		

\*Applicable to both new member and renewing member Total amount \$

Payment method: a). Enclose cheque payable to ‘Knowledge Management Development Centre Limited’ or ‘ Knowledge Mgt D C LD’ and mail to the above address

Bank \_\_\_\_\_ Cheque No. \_\_\_\_\_ Total \$: \_\_\_\_\_

or b) Deposit to the KMDC account: HSBC 404-161275-001  
Email bank receipt to [kmdc.info@gmail.com](mailto:kmdc.info@gmail.com) or fax to 8102-5632